

# SYSTEM 2000 CABINETS



**AVAILABLE**

in standard resolution

**53" & 50" CABINETS**

also available as a 38" dual resolution

**SEATED**

and non seated

**VERSIONS**

**COMPATIBLE**

for any game

**PRODUCED IN**

**new zealand**

MODEL PICTURED

THE LONG AWAITED  
METAL SLUG2 HAS  
ARRIVED FOR  
THE NEOGEO

**16 BIT  
SYSTEM**

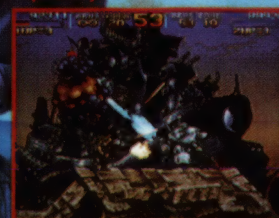
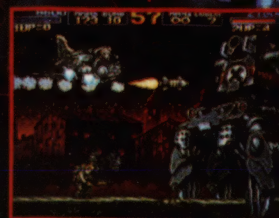
**TIME OUT**

APRIL 1998



**METAL  
SLUG 2**

Metal Slug 2's detailed graphics and endless action take Marko, Tarma and their two new partners on a tumultuous journey to rid the world of the evil General Morden.

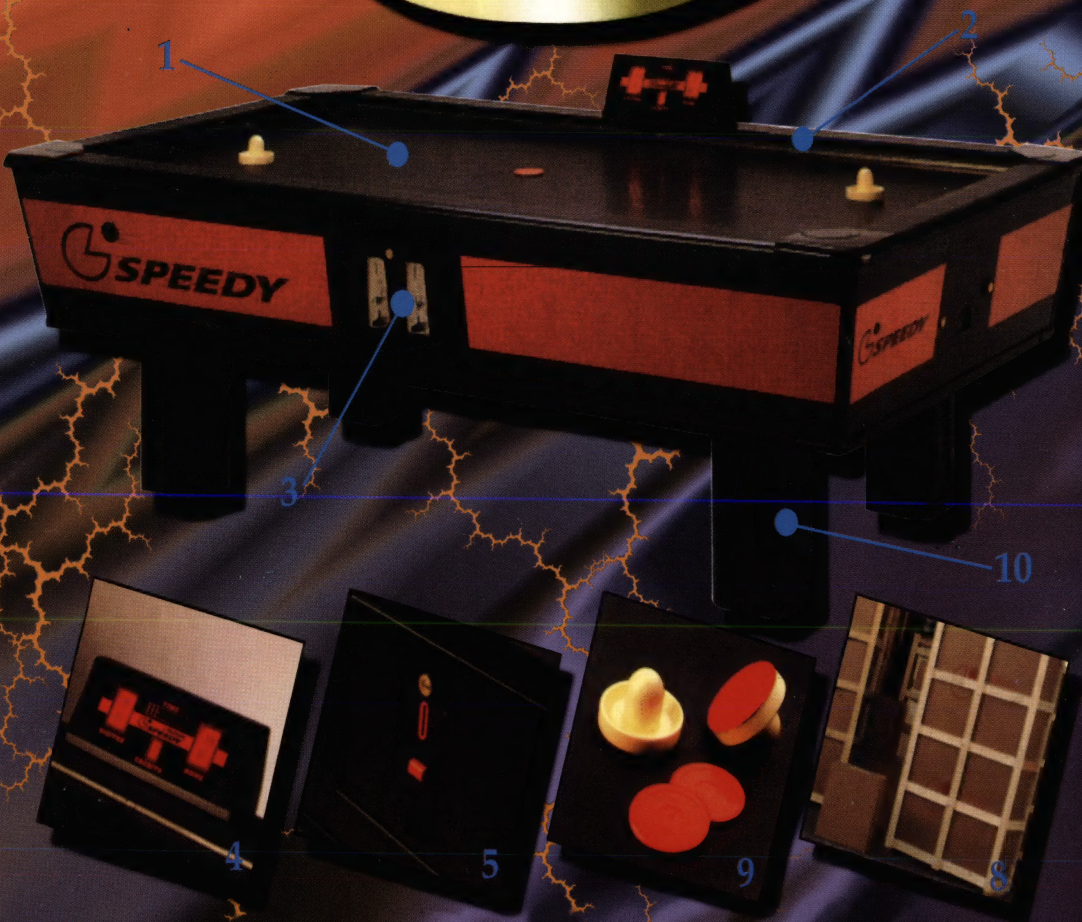


Coin Cascade Ltd. 34 Birmingham Drive, Christchurch,

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# SPEEDY



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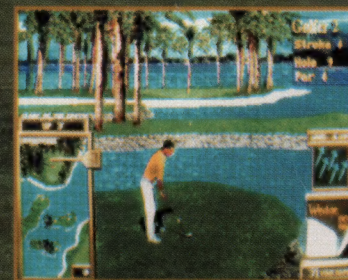
## Peter Jacobsen's Golden Tee '97

Golden Tee 3D Golf, the Number One Golf Video Game of 1996 is Now Available with 3 Fabulous New Courses! New Landscaping, Backgrounds, Trees and Objects! New Challenges!

*PINE CREEK*



*Coral Ridge*



*Red Sands*



One to Four Can Play.

Stroke and Skins Play.

Competitive Leaderboards.

Reverse Angle and Instant Replay Camera Views.

Varying Tee Zones and Pin Positions.

Adjustable Coinage and Difficulty Setting

Complete JAMMA Compatible Horizontal Kit.

Create Almost Any Golf Shot imaginable.

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# WORLD JOURNAL

## APRIL 1998

**APRIL 22-23**

**ALEX**

Winter Gardens,  
Blackpool, UK

Contact: Lisa Grimshaw

Ph: +44 161 624 3687

Fax: +44 161 665 1260

**APRIL 30-MAY 2**

**WORLD OF**

**ENTERTAINMENT**

Prumyslovy Palac, Prague

Contact: Svet Zabavy

Ph: +42 02 2491 1681

Fax: +42 02 2491 4249

## MAY 1998

**MAY 16-18**

**ARABIAN AMUSEMENT  
CONVENTION**

Cairo Int'l Congress Centre

Nasr City, Cairo, Egypt

Contact: Trade Shows Int'l

Ph: +44 1905 613 256

Fax: +44 1905 724 768

## JUNE 1998

**JUNE 3-7**

**ICOCO INTERNATIONAL  
COIN-OP CONFERENCE**

Marrakech, Morocco

Contact: Kate Scott

Ph: +44 171 970 4772

Fax: +44 171 970 4797

**JUNE 10-11**

**GAMING FOR AFRICA  
EXPO**

Gallagher Estates

Johannesburg, South Africa

Contact: Andre Gouws

Ph: +27 1170 43147

Fax: +27 1170 41616

**JUNE 30-JULY 2**

**TILE**

Palais de Congrès,

Strasbourg, France

Contact: Andrich

International Ltd

Ph: +44 1985 846181

Fax: +44 1985 846163

**JUNE 5-7**

**FUN ASIA**

Jakarta, Indonesia

Contact: Lisa Manuhutu

Ph: +62 2152 2075

Fax: +62 2152 2076

**JUNE 18-20**

**AIFAD EXPO  
DIVERSIONES**

Guadalajara, Jalisco, Mexico

Contact: Emilio Shahin

Ph: +52 36 14 3015

Fax: +52 36 15 1483

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*Charge to your  
Credit Card*

# ON ALL PURCHASES





# SUPER Hoop-La

**HOTTEST REDEMPTION  
GAME SINCE THE INVENTION  
OF THE CRANE!!!**

- 1 or 2 player model
- Includes ticket dispenser
- Also available with direct prize award
- Optional neon sign available with 2 player model only

**NEW!**

## Specifications:

### 1 Player

Height: 80" (2032 mm)  
Width: 36" (900 mm)  
Depth: 46" (1170 mm)

### 2 Player

Height: 80" (2032 mm)  
Width: 70" (1780 mm)  
Depth: 46" (1170 mm)



**COASTAL  
AMUSEMENTS, INC.**

... manufacturers & distributors of  
coin-op redemption games ...

601 Prospect Street • Lakewood, New Jersey 08701  
Tel: 732-905-6662 • Fax: 732-905-6815

This product is  
marketed in NZ  
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Cascade Ltd.

# HOT SPECIALS

**EXHAUST NOTE TWIN PROP CYCLE**



**\$9,000**

**ARM CHAMP 2**

**\$16,900**



**NEO PRINT**

**\$3,200**



**TOUCHMASTER NEW**



**\$19,800**

**\$4,950**



**ALL PRICES IN THIS MAGAZINE ARE  
EXCLUSIVE OF GST**

**TIME OUT**



# HOT SPECIALS

VIRTUA COP I

STAR WARS DX

\$10,000



\$13,910



ALIEN 3 THE GUN

TIME CRISIS DX

\$4,750



\$6,200



MANXTT DX

OUT RUN DX

\$19,255



\$4,800



46

TIME OUT

# REAL BOUT 2

## The fatal Fury series most furious battle? That's "Real Bout 2"!

### THE NEWCOMERS

#### REAL BOUT FATAL FURY 2

Full of features to heat up competition play!  
"Real Bout 2" Sales Points!

- Introduction of the "Sway Move" System in Two-Line Battles!  
A new attraction to encourage two-player competition play.
- Players can choose from a total of 22 players!  
A lineup bursting with various special moves and appealing personalities.
- A new, improved arsenal of special moves for all characters!  
Commands have been simplified for improved play.
- Addition of the Guard Cancel move in Hidden Ability Boppers!  
Special moves are more dazzling and powerful than ever!

The Ring's White Wolf  
**Rick Strowd**  
Fighting Style: Boxing

Chinatown's Spunky She-Devil  
**Li Xiang Fei**  
Fighting Style: Chinese Martial Arts

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

**SNK**

This spring, bank on "Real Bout 2" filling your cash boxes!



# AIRIA 1

## DIRECTION TO ISSUE A LABEL UNDER SECTION 36, SUBSECTIONS (1) AND (3)

TO: The Secretary  
The Film and Video Labelling Body Inc.  
PO Box 2627  
AUCKLAND

Pursuant to section 36, subsections (1) and (3) of the Films, Videos, and Publications Classification Act 1993 the Classification Office hereby directs the Film and Video Labelling Body Inc. to issue a label for the film described below:

Title of Publication: Area 51  
Other Known Titles: Not Stated  
Director: Not Stated  
Producer: Not Stated  
Format: Video Arcade Game  
Country of Origin: USA  
Overseas Classification: Not Stated  
Language: English  
Distributor: Coin Cascade Ltd



Advertising material including film posters:  
No advertising material was submitted with this publication.

OFFICE OF FILM & LITERATURE CLASSIFICATION  
T: Tari Winiwaka Tabineta, Tabitabineta

game.

Coin Cascade was advised through its Wellington agent that the Classification Office had received a complaint about this game from a member of the public under section 13(1) (c) and that under section 23(2) the Classification Office had to determine whether the game was unrestricted or objectionable.

The Chief Censor granted leave for Area 51 to be submitted to the Classification Office on 7 July 1997 and Coin Cascade sent a complete video game to the office. This game was returned in October 1997 and the final decision was received from the Office in March 1998.

The Classification Office is required to classify all new games bought into the country that have already been restricted in Australia and this means that importers could face some delay before games are able to be used.

In the first case of its kind for coin op equipment in New Zealand the "Office of Film and Literature Classification" has classified Area 51 as an R16 game.

This means that Area 51 can only be actively played in an area set aside for the playing of games of this category, thus restricting the availability of the game to those under the specified age. The area in which categorised games are situated may only be utilised by persons above the specified age, even if other games within that area are not classified, thus restricting underage viewing of the



TIME OUT

# TECHNICAL Update

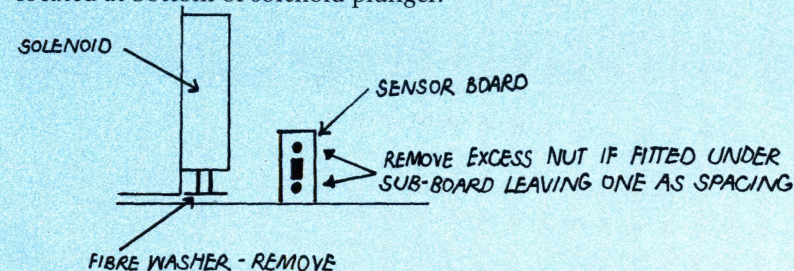
## SPEEDY AIR HOCKEY

Batch to be checked: Serial No's 5572, 5585, 5612, 5749, 5751, 5677

Sensitivity to opto board is poor causing solenoid debounce thus trapping solenoid and not releasing puck during game play.

### SOLUTION

Locate sensor board next to solenoid release coil and check to see if more than one spacer nut M4 is fitted on either end. If more than one is fitted remove leaving only one as spacing. Next remove solenoid fibre washer located at bottom of solenoid plunger.



Tests have shown this to correct possible problems.



TIME OUT



# SPECIALS

## ORANGE BALL

DOYLE  
REDEMPTION  
GAME



## 4 1/2" RUBBER WHITE



## DAYTONA WHEEL



NEW HAPP REPLACEMENT STEERING WHEELS

## GUN SHELLS

PINK & BLUE  
LETHAL  
ENFORCER  
TYPE



## AIR HOCKEY BATS

YELLOW



YELLOW - SLOW  
WHITE - FAST

## AIR HOCKEY PUCKS

## POWER SUPPLY

COMPUTER TYPE



SPECIALS ONLY  
AVAILABLE FROM  
10 APRIL TO 31 MAY  
PRICES EXCLUDE GST

# amusement showcase INTERNATIONAL

This years Amusement Showcase International (ASI) was held March 26-28 at the Sands Convention Centre in Las Vegas. The show itself will be held from now on at a venue in Vegas and this is sure to be popular with operators in the states as the city offers much to the traveler.



The show was dedicated to the late Joe Dillon, former VP of Sales and Marketing at Williams, Bally, Midway and a well known and respected person both nationally and internationally.

ASI was well attended by both distributors and operators. Seminars on a wide range of subjects were held over the three days and a comprehensive range of products were shown.

Attending from NZ were Rodger and Alice Newman, Phil Ward and Gary Walker. I will limit this review to products now covered in last months review of the Japanese and English shows.

Williams had a large stand packed with their new space driving game **Hyperdrive**. Up to four players can compete in a choice of four individually specified spacecraft on a choice of three different tracks. A special steering control panel with a banking control gives players real control over their ships.

The graphics are superb and the game play is exciting. With no royalty fees to pay to any car companies this piece is going to be well priced and looks like a good earner.

The touchscreen industry continues to expand dramatically

all over the world and although in its infancy in NZ operators really need to pay this market more attention. With licensing laws due to relax in New Zealand later this year (approximately) many of our customers (now too young to be in the pub) will find this entertainment venue open to them and touchscreen products will be well placed to benefit from this move. The **Touchmaster 4000** is Midways latest upgrade programme set offering more new games and some expanded features on some of the older popular titles giving players a choice of over 29 games in each console. Midway has also identified a market for a free standing version and this cabinet was also on their stand.

While not officially shown Williams have a new boxing themed pinball sample shipping over the next two weeks and operators will be able to view this shortly.

Sega had all of the new games on display as well as a new pinball machine **Night Viper** and a recently completed shooting game (similar to Police Trainer) call **Sharpshooter**.



While the graphics were good (as usual with any Sega game) the game itself was difficult to follow and the game was hard. Sega has some good test figures for the piece however and this game will warrant watching.

Namco's stand was also packed full with **Time Crisis 2**, **Down Hill Bikers**, **Moto Cross Go**, **Final Furlong** (now in the third production run) and two new redemption products **Jackpot Pusher** (a slot machine) and **Flick Derby** (a good concept based around Eltons Kentucky



Derby type product).

A new Korean company Unico had the best gun game at the show complete with a new recoil type gun. This game has a wide range of shooting screens and provided enough options to keep customers interested as they faced random game options each coin that really keeps them guessing.

**Radikal Bikers** with three different cycles and 12 rides caught the attention. Gaelco produced great graphics in this novelty game that has a unique motorbike control panel and the player trying to deliver pizza in a weird and wacky race.

SNK got some good attention with **Samurai Shodown 64**, **Metal Slug 2**, the other new one and **Neo Print**.

**Golden Tee 98** from Incredible Technologies will be available in August or September as either a new pcb or a rom upgrade on the 97 version. The new version continues with the features that gives this game its unique appeal and also offers them three new 18 hole golf courses. This game is a real earner in adult sites in New Zealand already and it will be exciting to see what sort of new revenue the update will provide.

The adoption of the PC as a base for future game development and an engine for driving the future of low cost games for operators came a step closer at the show. While the number of games was down the quality was certainly higher and with the preview of the very popular home game Quake on a Pentium 2 with 3D graphics and a number of arcade game features it is clear that the distinction between home and coin is becoming more transparent.

**XS-G**, a real time air combat



game and **Kick It** both have a reasonable chance of success in our market and operators will need to keep an open mind on this format.

As usual there was a full range of new redemption games including **Buzzy Bee** from Baytek, **Top Glo** and **Red Planet** from Bobs Space Racers, **Super Hoopla** from Coastal (already in NZ and earning very well), **Prize Zone** from Lazertron and **Shooting Hoops 2000** from Meltec.

Juke boxes were well represented as were a range of product vendors including a number of gumball units, pool tables, parts and kiddie rides.



While a lot of effort went into the show the clear message from the seminars and other operators present was that there is no magical game out there. A lot of new games are merely splitting up the available pie and not lifting the gross. Operators in the USA are keeping a close eye on all their operators and getting back to basics in cost control and are locking down to wait for a resurgence in business. The good ones are working with what they currently have while they wait for the cycle to run its course. No one was prepared to say when this will occur but the manufacturers are certainly working hard towards this end.

# SERVICE QUALITY

believe that truly great guest service is treating guests as they wish to be treated. I also believe that by presenting ways to not do something, the study of failure becomes more productive than the study of success. When you study or model success, it gives you what to avoid, while leaving your creativity free to discover new and different ways to do something.

If the secret to success is exceeding expectations, then the essence of service success is to keep the promises you make. Let me tell you of a recent experience. The story is true. Only the names (hotel and staff) will be withheld to protect the innocent. What lessons can be learned from this story?

I came back to my hotel room after a long night networking with my fellow industry professionals at a recent convention. As I passed room after room on my way back down the hall, I saw empty pizza boxes that had "available 24 hours" on the box. When I got to my room, I called down to the bell stand to ask a bellhop to pick up a pizza for me at the hotel snack shop and deliver it (presumably to also receive a nice tip - it was 2.30am!).

The women that answered the phone did confirm that the 24 hour pizza service had been closed down for the night (and no, she could not make me one anyway even though all the ingredients were available; she didn't have the authority), but that she did have a turkey sandwich. I asked her

to hold it for the bellhop who would be by to pick it up and would bring back the money. The first service promise is broken - pizza was not available 24 hours a day.

I then attempted to reach the bellhop. My call was transferred to a woman at the front desk twice. I asked for the bellhop and was told that he was not available at the moment, but that she would get him to take care of the situation. The second service promise is broken - the bellhop was not available to help me now.

I received a call back from her telling me that the bellhop was too busy to help me. I asked if someone else could help me and she told me no. I asked what the bellhop was doing and she told me that he was parking cars and taking baggage to guests rooms. I suggested that if he had time to leave the front of the hotel to deliver baggage, then he should be able to deliver food.

She agreed, but said she didn't have the authority to tell him to deliver my food. I was told that she didn't have the authority to get the bellhop to do anything, even to call. The third service promise is broken - the front desk could now not get anyone to help me.

I had to resolve the situation myself by asking if there was a manager that could contact me. Once the night manager heard the whole story, he had the good sense to under that I was unsatisfied (well, I helped - I told him in no uncertain terms) and he offered

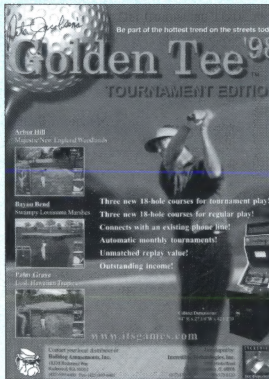
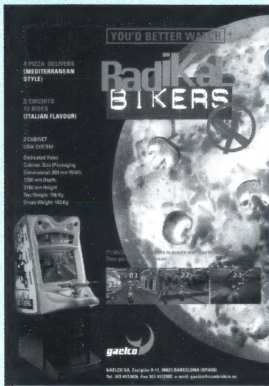
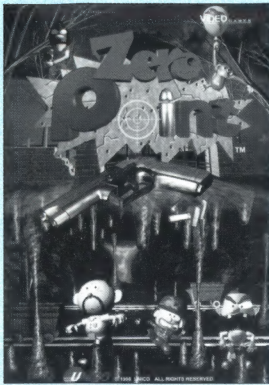
to do the delivery himself.

The real lesson to be learned from this story is that service promises must be kept. Pizzas should have been ready "24 hours a day." On the other hand, nowhere was it promised that pizza would be delivered. Once a service is promised, however, then the situation changes.

The worst thing you can do in a service situation is to over promise and under deliver. If you say that the meal is free if the guest is not satisfied, then you had better be prepared to open up that cash register and hand back the money if your guest asks you for it. The pizza should have been ready anytime I liked.

Many would think (as the manager did) that finally delivering my sandwich would satisfy me. But, of course, it should be obvious that what I really wanted was a pizza 30 minutes earlier than I got a sandwich. My expectations were certainly not exceed that night. Maybe I should have gotten a coupon for a free pizza at a later date.

The Golden Rule is "do unto others as you would have them do unto you," a pretty good rule to follow. A better one, in my opinion, is promoted by Dr Tony Alessandra, which he calls The Platinum Rule - do unto others as they would like done unto them. This would be the rule to teach your staff if they are expected to give great service.





# California **SPEED**

## GAME FEATURES

California Speed is about, you guessed it, SPEED. It is the fastest driver ever, with players whipping by at the scenery eye-popping velocities, yet players feel a strong sense of control with their cars. Crashes are non-existent, and the handling of the car has been optimized to make sure that everybody can drive and have a good time.

Speed has been packed with fun things to drive on, through, and around, offering a perfect combination of track design and driveability.

California Speed was developed by a talented team of designers led by industry veteran Steve Ritchie. Ritchie is well known for his classic pinballs - Star Trek: The Next Generation, High Speed, No Fear and Black Knight 2000 and Speed is his first video game.

## FEATURES

- Fourteen tracks with a unique mix of road and closed-circuit courses.
- Fourteen unique rock/pop sound tracks.
- Twelve cars.
- Automatic and manual transmission.
- Player-friendly driving model.
- Short cuts.
- "Do the State" mode with different unique game endings.
- Mirrored track mode.
- Awesome graphics using 3Dfx powered hardware.

## TRACKS

Speed has an unprecedented

30+ minutes of unique driving on fourteen tracks; no repeated segments, no weak impoverished environments. We're talking a solid half hour of driving through some of the sharpest-looking and wildest environments you can imagine. No driving game has ever had this depth!

- Silicon Valley - a tour through the heart of the valley and into a giant computer.
- Santa Cruz - ending on a giant roller coaster.
- Monterey - including a cool run through an aquarium.
- Laguna Seca - race on the famous race track.
- Hwy 1 - a drive down the coast to Hearst Castle (with a cool alternate beach path).
- Central Valley - blaze through the valley and into the Great Big Mall, a shopping paradise.
- L.A. - race through the freeways and aqueducts of this endless concrete jungle.
- Willow Springs - another famous race track immortalized in software.
- San Diego - dash down to Tijuana and back and navigate an aircraft carrier.
- Mojave - amazing terrain provides a rousing backdrop for some tasty racing. Is that really a giant UFO with dancing aliens?
- Yosemite - hairpin mountain turns in the high Sierras.
- Mt Shasta - race into a volcano.
- Sears Point - the third of

the closed circuit race tracks modelled after real courses.

- San Francisco - a great ride over the Bay Bridge and into the downtown skyscrapers.

The speed model is player-friendly. There are no crashes - cars flip over and immediately get right back into the race after an accident. Players of all abilities can drive Speed, making it universally popular among players.

When players play through all fourteen tracks in order, they are rewarded with one of several different "Do the State" endings. These are very sexy endings involving bikini-clad women. Elegant? No. Spicy? Yes!

With fourteen musical selections, Speed has the most music ever offered in a driving game. Take your pick!

Speed has all the makings of a monster arcade hit, and is sure to be the hottest arcade driving game of the year.

Speed will begin shipping late February 1998 worldwide, contact Coin Cascade for more information.



## PARAMOUNT PARKS TARGETED...

Paramount Parks is "envisaged" as manager of the theme park portion of the planned \$230 million Entertainment City film studio/theme park project in Melbourne, Australia, according to the development's project manager.

"It's about 65 acres," James Wilton, of Macquarie Bank Ltd., said of the overall waterfront development planned by a consortium that includes Paramount parent company Viacom Inc. "It will have a theme park, working studio, 20-screen megaplex and associated themed retail."

In addition to Macquarie and Viacom, the consortium behind the Landmark-Parsons-designed development includes project founder Davies Group. Ltd., Crawfords Australia, WIN Television and the investment arm of Visy Industries, Thorney Holdings Ltd.

"It's envisaged (Paramount Parks) will be the park manager," Wilton said.

The project, located in Melbourne's outlying

Docklands district, has received preliminary approval from the state government of Victoria, Wilton confirmed.

"We just have to comply with some conditions of that approval to make it final," he said.

A sizable portion of the financing for the project will come from an initial public offering of stock, Wilton explained.

"It will be essentially floated on the local market, on the Australian stock exchange," he said. "An IPO is expected in the middle of the year, subject to the satisfying of conditions."

Wilton said it is hoped ground will be broken on the project "in the second half of this year." Completed is expected to take two years, with a grand opening targeted for the end of 2000 or beginning of 2001, Australia's spring-summer season.

An Australian-Malaysian consortium known as Yarranova, which had bed against the Entertainment

City 2000 group for the rights to develop the entire project, will instead develop residential and commercial portions of the project.

Each consortium has five months to finalise its plans and financing arrangements.

The revivification of Melbourne's derelict Docklands district is being overseen by the Docklands Authority, which has signed contracts for nearly \$1.5 billion worth of projects that also include a sports stadium, waterfront apartments, public gardens, shops and a marina. The development reportedly also calls for a 113-story skyscraper, which would be the world's tallest.

The Entertainment City Project would be the third movie studio backed attraction of its kind in Australia, Warner Bros. is a partner in Warner Roadshow Movie World in Queensland and Fox Studios Australia is due to open in Sydney later this year.





## KODAK IMAGE MAGIC ...

February saw the launch of the new Kodak Image Magic photo sticker print kiosks. In common with the numerous Japanese variations where kiosks are a \$US2.5 billion business, this new self-serve unit allows consumers to place their faces on small stickers. Kodak claim to be offering unique content, networking capabilities and full service support as the market emerges in the US and beyond. Jim Sullivan, General Manager of Entertainment Retail at Kodak's Themed Entertainment, explains that Kodak plans to lead the market. "We expect sticker kiosks to be a major traffic builder in shopping malls, retailers, theme parks, entertainment destinations and theatres. The income potential far exceeds standard retail revenue on a per square foot basis."

Kodak Image Magic kiosks will be networked, with each transmitting daily income and trend data via a phone line. It is this feature which the company believes



offers a unique management and development opportunity to operators.

## KODAK IMAGE MAGIC ...

Kiddie Ride Enterprises has been allowed by the Children's Television Workshop to license classic Sesame Street characters for kiddie rides in the United States. Previously, the characters had been licensed for rides in the United Kingdom and Europe. The ride characters and vehicles are hand sculpted by one of Sesame Street's master sculptors.

Three rides have been introduced simultaneously: Elmo & Zoe's EZ Rider Racecar; Bert & Ernie's 123 Fire Engine, and Big Bird Jet Way's Airplane.



says one of AMOA's best-liked presidents has just sold his route, and is pleased with the terms).

Is the news all bad? Hardly. Namco is doing great with home sales (they're a key ally in the Sony PlayStation phenomenon) and fine with coin-op sales (their Tekken series). Sega has

As this column is written, all three levels of the industry are largely gripped by a mood of uncertainty and apprehension. It starts at the top, with global manufacturers and big fun centre chains. One Japanese factory has (at least at this time) effectively exited coin-op sales. A couple more are reportedly scaling back. Even Sega and Namco have admitted to some serious problems.

Result: some leading arcades which depend on these factories for hot product are worried that they won't get what they need. Distributors fear they may not have enough good stuff to sell. Small operators ask: "If these big guys can't make it, how can a little guy like me possibly survive?"

Sega's problems range from weak home video sales to soft GameWorks arcade attendance, leading to fiscal year-end losses that helped trigger a dramatic management shakeup in Japan and sizeable layoffs in the US home game division, etc. Namco's troubles include years of slower mall traffic and higher rents, leading America's largest arcade chain to declare bankruptcy - if only to put pressure on mall landlords, they said. On the distributor level, Betson and American Vending have grabbed new territories recently. On the operator level, AMOA's Don Hesch predicts the operator shakeout has two more years to go (scuttlebutt

confirmed that it is partnering with Microsoft for a Windows-based, PC-based home game console with Internet connections ... and that a low-cost arcade platform would be based on the same basic technology by mid to late 1998. This one fact constitutes a huge, powerful endorsement for the Microsoft & Intel idea and suggests the "ArcadePC" has a real future.

Robust news for the arcade market includes Dave & Buster's aggressive plan to open 150 sites nationwide. Their track record proves proper concept, size, and venue, backed with the proper service, content and marketing, can and does earn Big Bucks. The gradual, carefully calibrated expansion and learning curve of Dave & Buster's, the WalMart/Carmike chain (and others) underscores this truth. These folks plus Sony, Disney, and other major chain players are licking their chops at the rivers of money that will pour into their bank accounts the next few years. Meanwhile Betson, larger street operators, and many other winners in this demolition derby are smiling. Midway and Atari are flush with hits and profits. They're confident more success is coming.

This ain't no industry-wide boom. But it's a long way from a wake, either. This is what restructuring - and for some, recovery - looks like.

Courtesy Replay



# ACCOUNTANTS CORNER

**W**ith the end of the financial year upon us, now is the time to make sure all of your business records are in order.

Good record-keeping not only makes your accountant's job easier (and therefore saves you accounting fees), but also enables you to keep track yourself of how your business is performing.

Good systems and records provide information on a more timely basis allowing you to make informed business decisions through the year.

These records are the instruments by which you navigate your business. Unfortunately too many business 'fly blind', relying on their accountant to tell them whether they are on track or not.

In the event of an Inland Revenue audit, the experience will be a lot less painful if all your records are in good order. It is also less likely that discrepancies will be found, as information is much less likely to be lost or mis-recorded, when preparing accounts, where a good record-keeping system is in place.

As all business taxpayers are no doubt aware, Inland Revenue introduced a new penalty regime on April 1 last year. The year ending March 31, 1998 is the first year to which the new rules and penalty regime apply. It seems likely that, with the recent and on-going restructuring of Inland Revenue, and the increased focus on more efficient tax collection and imposition of penalties, that this new regime will be applied quite vigorously.

The new rules, and the associated penalties, are designed to encourage taxpayer compliance. While it has not always been an offence to maintain adequate business records, the new rules set out more clearly the standards expected of a taxpayer.

Failing to keep adequate record keeping systems and procedures to enable income and expenditure to be properly determined, may be deemed to be a 'lack of reasonable care' and could attract a 20 percent penalty on any tax shortfall arising as a result.

Engaging your accountant to complete your financial statements will not absolve you from liability, if you have not provided your accountant with accurate information in the first instance.

The importance of good record keeping therefore, cannot be over-emphasised.

To ensure your accountant has all relevant information, the following records should be provided:

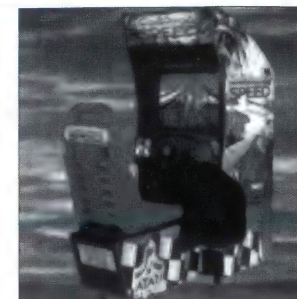
- Bank statements
- Cheque & deposit books
- Cashbooks
- GST & FBT returns
- Vehicle logbook
- Wage records
- Invoice books and receipts for expenditure
- Debtors, creditors and stock figures as at March 31
- Details of assets purchased and sold, including HP agreements
- Loan statements
- Interest & dividend statements
- Details of home-office expenses

Remember that all of these records must be kept for seven years after the date the return is filed.

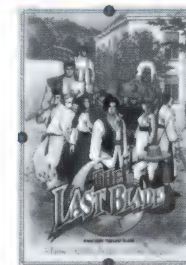
**TIME OUT**

## CALIFORNIA SPEED - ATARI

California Speed is a driving game with three difficulty levels, three closed-circuit tracks and 11 open road courses taking in cities, deserts, mountains, golf courses, shopping malls and even a UFO. One of 12 cars can be selected including concept cars and classic racers. The game utilises the 3Dfx chipset for faster, smoother graphics.



## RADIKAL BIKERS LAST BLADE



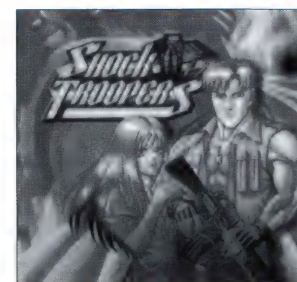
Radikal Bikers is an easy-to-play driving game where the player assumes the mantle of pizza delivery boy. With 12 rides on three circuits, bonus pick-ups are achieved by hitting assigned targets. Steering is via a handlebar controller while players must race against the clock to continue through the race.

It seems like every fighting game these days has a glut of characters, each with a background, a rash of hidden manoeuvres and a plot in which they all meet. Then subsequently a sequel is born.

The Last Blade is no different, only the names have been changed to induce the innocent.

Still, a variety of power and speed attacks adds depth, while the "repel attack" requires kill to thwart the opponent.

## SHOCK TROOPERS - SAURUS



Shock Troopers for the Neo Geo offers standard shoot 'em up fare in the guise of Operation Delta Storm.

Using one of eight characters, players seek to rescue hostages from the terrorist group Bloody Scorpion. Team Battle mode enables the troopers to be interchanged.





# BLIZZ



THE  
BIGGEST  
NFL GAME  
THIS SEASON ISN'T ON T.V.  
IT'S IN YOUR  
FACE!

PITTSBURGH STEELERS VS. NEW YORK GIANTS



This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

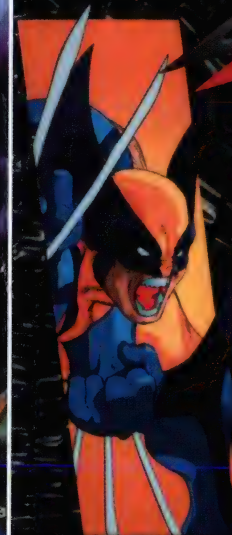
**QD MIDWAY**

# THE BEST OF THE BEST!

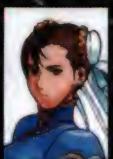
**MARVEL**  
**COMICS**

The logo for the crossover series "Marvel vs. Capcom". It features the word "MARVEL" in large, red, blocky letters with a yellow outline at the top. Below it, the word "VS." is in smaller, green, blocky letters with a yellow outline, set against a background of stylized, jagged, blue and white lightning bolts. At the bottom, the word "CAPCOM" is in large, blue, blocky letters with a yellow outline.

## CLASH OF SUPER HEROES



- Presenting the greatest combination of heroes ever seen in one game: **Marvel vs. Capcom.**
- **Awesome Duo Team Attack** lets players control two heroes at once for incredible 2 vs. 1 or 2 vs. 2 action.



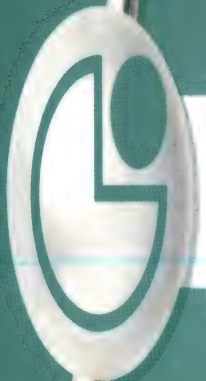
- Players can select from 15 of their favorite characters, and call upon 20 additional classic heroes for help.



**CAPCOM**

CAPCOM CORP., INC.  
475 CHANCEWAY, SUITE 100, SAN JOSE, CA 95128-1000  
PHONE: 408-734-8600 • FAX: 408-522-5511





*Operto De Luxe*



This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

# TURTLE MERCHANDISER



## Specifications:

Height 1500mm  
Width 1700mm  
Length 1900mm  
Weight  
Packed 150kg

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

## THE WORLD'S MOST ADVANCED MERCHANDISER

### FEATURES:

- Revolutionary mechanism. No more clumsy arms.
- Eye catching turtle theme with attractive mouldings and artwork.
- Canopy raises and lowers, making prize loading & arranging simple.
- Bright & colourful neons to really grab attention, combined with internal lighting to make prizes glitter.
- Adjustable table speed to tune pay-out.
- 3 Player to maximise your takings.



# NEW ZEALAND NEWS

## WELLINGTON NEWS...



Lower Hutt opened up their fantastic new extension this past weekend - and it looks GREAT!

The rear of the store has been extended further out into the cinema mall and allows for much greater exposure, space and machine layout - indeed, the whole store has taken on an even greater standard of professionalism and will certainly give our other stores a "run for their money" - particularly given the efforts put in by the Lower Hutt crew - Paul (store manager), Jason, Arthur (ex Galaxy), Terry and Silvan. Thank you!!

Elsewhere Timezone Manners Mall continues to trade well with a good mix of professional service (given by the team of Duncan, Wiremu, Hoani and Bruce) and strong positioning and machine 'offer.'

However one can NEVER rest on one's laurels and the team is aware that in order to maintain their success, constant innovation and awareness is required - otherwise the punters will place their disposable income in other forms of entertainment - movies etc.

We recently did a redesign of the store layout and it is now looking even better - Duncan assures me that he is looking to be the leader in

the industry - so stay tuned!!

The big surprise is that Supatech continues to trade acceptably - with the game mix and environment continuing to attract a different mix of customers. Our aim is to now slowly build the income levels here without affecting the 'takes' in other stores.

It is important also that we acknowledge the great efforts put in during the past month by Joe Cook - our sole technical staff member in the region.

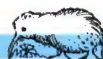
There has certainly been a lot happening in the technical arena - with the new Timezone, the Hutt extension and maintaining Supatech - thanks Joe.

It is also important to recognise the efforts of the centre staff who go out of their way to assist Joe - thanks guys.

Have a good month - from Wellington.

Following last years debacle the Reserve Bank is reminting 2 million \$2 coins. These coins have been made under strict specifications on the rim depth and variation that caused so many problems last time.

Coin Cascade was sent samples of the new coins and was very happy with the results.



## AUCKLAND POWER CRISIS NEWS...



Why did Saddam Hussein hastily sign the United Nations accord before the Royal New Zealand Airforce Hercules touched down

in the Gulf?

A Because Iraqi military intelligence told him that



# R • A • L • I • A

## PINBALLS

1. Williams **MEDIEVAL MADNESS**
2. Bally **CIRQUS VOLTAIRE**
3. Bally **NBA FASTBREAK**
4. Bally **SCARED STIFF**
5. Williams **JUNKYARD**
6. Williams **ARABIAN NIGHTS**
7. Bally **ATTACK FROM MARS**
8. Williams **JOHNNY MNEMONIC**
9. Bally **THEATRE OF MAGIC**
10. Bally **NO FEAR**

## PRIZE REDEMPTION

1. Harry Levy **SUPER HOOP LA**
2. Taito **SOLOTTOL**
3. Design Plus **PRO STRIKER**
4. LAI **TURTLE MERCHANDISER**
5. LAI **MOUSE ATTACK**
6. Jaleco **SPIDER STOMPIN DX**
7. Fun House Games **TICKET TAC TOE**
8. LAI **TICKEE TICKATS**
9. ICE **CYCLONE**
10. LAI **STADIUM BASKETBALL**

# S • T • A • T • E • S

## PINBALLS

1. Williams **MEDIEVAL MADNESS**
2. Bally **ATTACK FROM MARS**
3. Sega **X-FILES**
4. Sega **THE LOST WORLD**
5. Bally **THE ADDAMS FAMILY**
6. Bally **THEATRE OF MAGIC**
7. Bally **CIRQUS VOLTAIRE/SCAREDSTIFF**
7. Bally **INDEPENDENCE DAY**
8. Williams **ARABIAN NIGHTS**
9. Williams **JUNK YARD**

## PRIZE REDEMPTION

1. ICE **CYCLONE**
2. Rainbow **RAINBOW**
3. Bromley **COLORAMA**
4. Bay Teck **BASKET FEVER**
5. Benchmark **BIG HAUL**
6. 5 Star **SURFIN' SAFARI**
7. Planet Earth **TREASURE FALLS**
8. Seidel **SMOKIN' TOKEN**
9. Planet Earth **DINOSCORE**
10. Island **SPIDER STOMPIN**

# A • L • A • N • D

## PINBALLS

1. Williams **MEDIEVAL MADNESS**
2. Williams **CIRQUS VOLTAIRE**
3. Williams **NO GOOD GOFERS**
4. Williams **ARABIAN NIGHTS**
5. Williams **NBA FASTBREAK**



## PINBALLS

1. Williams **MEDIEVAL MADNESS**
2. Midway **NBA FASTBREAK**
3. Midway **ADDAMS FAMILY**
4. Data East **JURASSIC PARK**
5. Sega **BATMAN FOREVER**







# A • U • S • T

## DEDICATED GAMES

1. Namco **MOTOCROSS GO DX**
2. Namco **FINAL FURLONG**
3. Midway **OFF ROAD CHALLENGE**
4. Atari **SAN FRANCISCO RUSH THE ROCK**
5. Namco **RAPID RIVER**
6. Sega **VIRTUA COP 2 DX**
7. Sega **RALLY CHAMP**
8. Midway **CRUIS'N THE WORLD**
9. Midway **MORTAL KOMBAT 4**
10. Namco **ALPINE RACER II**

## CONVERSION GAMES

1. Sega **VIRTUA STRIKER 2**
2. Midway **NFL BLITZ**
3. Namco **TEKKEN 3**
4. SNK **SAMURAI SHODOWN 64**
5. SNK **BLAZING STAR**
6. Namco **POINT BLANK**
7. SNK **KING OF FIGHTERS '97**
8. ICE **POLICE TRAINER**
9. Capcom **X-MEN VS SF**
10. Wintech **RED HAWK**

# U • N • I • T • E • D

## DEDICATED GAMES

1. Sega **HOUSE OF THE DEAD**
2. Incre. Tech **TOURNAMENT 3D GOLF**
3. Sega **GUN BLADE NY**
4. Atari **MAXIMUM FORCE**
5. Midway **MORTAL KOMBAT 4**
6. Sega **VIRTUA COP 2**
7. Namco **TIME CRISIS**
8. Dynamo **SOLITAIRE CHALLENGE**
9. Midway **RAMPAGE WORLD TOUR**
10. Sega **VIRTUAL ON**

## CONVERSION GAMES

1. Midway **NFL BLITZ**
2. Namco **TEKKEN 3**
3. Incred. Tech **GOLDEN TEE '97**
4. Atari **AREA 51**
5. Incred. Tech **GOLDEN TEE 3D GOLF**
6. P&P **POLICE TRAINER**
7. Capcom **MARVEL VS SF**
8. Namco **POINT BLANK**
9. Taito **BUST-A-MOVE AGAIN**
10. Worldwide **STRIKERS 1945 PART 2**

# N • E • W • Z • E

## DEDICATED GAMES

1. Atari **SAN FRANCISCO RUSH THE ROCK**
2. Midway **OFF ROAD CHALLENGE**
3. Sega **DAYTONA**
4. Atari **SAN FRANCISCO RUSH**
5. Namco **TOKYO WARS 50"**
6. Namco **MOTOCROSS GO**
7. Midway **CRUIS'N WORLD**
8. Sega **SEGA RALLY**
9. Sega **SCUD TWIN**
10. Sega **MANX TT**

## CONVERSION GAMES

1. Namco **TEKKEN 3**
2. Capcom **MARVEL VS CAPCOM**
3. Namco **TIME CRISIS**
4. Midway **NFL BLITZ**
5. Capcom **SF VS X-MEN**
6. Incrd. **GOLDEN TEE GOLF '97**
7. Capcom **SF VS MARVEL**
8. Acclaim **JUDGE DREDD - THE GUN**
9. Neo Geo **REAL BOUT FATAL FURY 2**
10. Neo Geo **LAST BLADE**

# J • A • P

## DEDICATED GAMES

1. Namco **FINAL FURLONG**
2. Sega **GET BASS**
3. Taito **GO BY TRAIN**
4. Namco **RAPID RIVER**
5. Sega **HOUSE OF THE DEAD**

## CONVERSION GAMES

1. Namco **NJ PROWRESTLING**
2. SNK **SAMURAI SHODOWN 64**
3. Sega **VIRTUA STRIKER 2**
4. Capcom **RIVAL SCHOOLS**
5. Namco **TEKKEN 3**



Mercury Energy directors were on board.

**1989:** Electricorp proposed underground cable to boost supplies North of Auckland.

- Q Why did Auckland build the Sky Tower so high?
- A To see if there is light out there.

**Early 1990's:** AEPB and Electricorp discuss whether they can work together.

- Q How do you make Aucklanders feel better about the power crisis?
- A Who cares (this one came from south of the Bombays)

**June 1994:** Mercury decides to go ahead with the tunnel by itself.

**August 1994:** Mercury begins talking to Transit New Zealand about the project.

- Q What did Aucklanders use before candles?
- A Electricity.

**November 1995:** Draft agreement signed with Transit.

**June 1996:** Tunnel approved by the Auckland City Council.

- Q What is Auckland's favourite drink?
- A PowerAde.

**August 1996:** Resource consent issued.

**November 1996:** Transit New Zealand finally signs off the project. May 1997: Construction begins.

- Q How can you tell an Aucklander in a power cut?
- A You can't tell an Aucklander anything - that's why they have power cuts.

**22nd January 1997:** The 1st gas filled 110kV cable (supplying the Quay Street substation from the Penrose substation) fails.

- Q What do you call a Mercury Energy Director with a torch?
- A A light looking for the end of the tunnel.

**9th February 1998:** The 2nd gas filled 110kV cable (supplying the Quay Street substation from the Penrose substation) fails.

Auckland pub patron: "I'll have a lite beer thanks mate."

Bartender: "Sorry mate, we're out for a couple of weeks."

**19th February 1998:** The 1st oil filled 110kV cable (supplying the Liverpool Street substation from the Mt Roskill substation) fails.

Jokes aside, the electricity crisis in Auckland may be a source of amusement to those South of the Bombays, but the crisis is causing serious concern to those in the Central Business District directly affected by the power cuts.

**20th February 1998:** The 2nd oil filled 110kV cable (supplying the Liverpool Street substation from the Mt Roskill substation) fails.

A decade of dithering started as early as 1988 when the AEPB hired consultants to look at ways of boosting supplies to the Central Business District.

The failures experienced in the cables are being attributed to the extreme summer conditions experienced in Auckland courtesy of El Nino. Mercury Energy recently exhibited a blown cable joint claiming heat and geography had combined to create a weak link in the power supply cable. The joint was located at the bottom of a long slope where expansion and contraction in the cable put stress on the joint causing it to eventually

**1988:** The AEPB hires consultants to look at ways of boosting supplies to the Central Business District.





fail.

The other theory is that the joint was badly prepared or the earth around the immediate area had subsided slightly.

The constant power shortages had by now forced affected food retailers and hotels to discard food because it could not be kept consistently cold. Many retailers were now forced to hire generators to supply their power needs to enable them to continue trading.

Businesses that had not relocated to other parts of Auckland or New Zealand, those that had decided to stay, were further advised to reduce power consumption by turning off all non-essential appliances.

A proposal is made to supply the CBD via a system of overhead power lines running from the Penrose substation to the CBD alongside the rail trunk line into the city.

As this overhead line is still under construction, Mercury Energy has devised a power sharing scheme whereby the affected CBD area has been divided into 2 zones. The am zone receives power cuts from 12.30pm till 6pm, the pm zone have similar cuts from 7am till 12 midday.



With increasing savings in power by the business remaining in the city, the duration of the power outages is now reducing allowing businesses to get back to business as usual.

Repairs on the gas filled lines have one operational with high expectations that the second will soon be on line again. Both oil filled lines remain out of operation due to failed repair attempts.

Talk on the street is that Mercury Energy will face legal action from affected customers based on negligence (there is evidence as early as 1993 Auckland Electric Power Board staff were concerned as to the fragility of the supply to the CBD), or their inability to supply power as per their supply contract with the customers concerned.

The compensation being offered to affected businesses is currently limited to \$2,000 per customer and comes from a \$2 million dollar fund. Businesses in the CBD are also being offered account savings if a daily 20% reduction in power usage is achieved.

This story is just too big to go away ... stay posted for more details...

## MARK MAYO ...

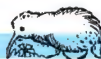
Having completed my double major in marketing and management at Canterbury University, the chance to use the skills I have learnt in a national company like Coin Cascade is very exciting.

I am a keen sports person, involved in volleyball, basketball and golf. I enjoy spending time with my friends, meeting new

people and experiencing new activities.

I am looking forward to developing exciting sales promotions and a strong marketing strategy to take TimeOut to the next level of performance.

I hope we can work well together.



for games, about 40% and couples it with aggressive branding, good floor and quality surroundings.

Taking the subject outside of the US and beyond the questions of whether London and Sydney were purely local and demographical problems, there is the same cross-over of conjecture over small location-big location virtually all over the world. In Japan small arcades are on every corner and while their earnings are reportedly somewhat down that might be regarded to be a symptom of Japan's economic problems rather than any downturn in desire to play. Similarly the arcades of Hong Kong are small and cramped - but then, so is everything in Hong Kong. On the reverse of the coin, the shopping malls of the Philippines, of Bangkok and Malaysia are temples to demographics. Every mall has its arcade, of family entertainment centre, some of them real FECs with built-in rides and attractions as well as plenty of coin-op. But there are so many that one might equally question whether there is an over-abundance of supply which might in turn lead to problems totally dissociated from the view that large arcades to not pay. Australia's Leisure and Allied Industries is opening strings of locations across Indonesia which gives the lie to the view that large

arcades - many of them are - are not compatible with modern-day arcade economics.

Whenever arcades have been written about in the past, the conclusion has always been the same: the three golden rules are 1. location; 2. location; and 3. location. I have seen that written time after time and I therefore hoped that with the hot news about Namco Cyberertainment and the debate which follows, the rumours constantly circulating about operating disasters for Sega and the continued expansion of large-scale, modern arcades in Asia and Europe, that perhaps some different conclusion could be reached.

In the event, there is no evidence that small arcades are failing, only those with problems peculiar to their market. There is no evidence that large arcades are failing, only those with problems peculiar to them.

Having asked all of the experts interviewed above for their views on what is the principal overriding consideration in deciding whether an arcade should be established, we end up with the three golden rules all over again.

Circumstances might change; sensational news stories about arcades may break; but the basic rules never alter. Location, location, location.



negotiating ploy, aimed at bringing the mall owners to heel. If so, it is clumsy, but might just work. At any event, NCI clearly could not continue as it was, so something had to give.

The reorganisation of the company will certainly include more talks with mall owners - this time with rather more aces up Namco's sleeve - and undoubtedly a very brutal plan to carve up the operation, dumping those locations which will not make the grade, even with a heavily reviewed lease. A slimmed down NCI might have 300 arcades in place of the present 370 - but make a profit.

Looking more deeply into what is happening in the US right now, there are indications that there is a shift in public shopping tastes. For all that the country is littered with shopping malls, growing more opulent by the day, traffic, as Kevin Hayes, President of NCI has indicated, is certainly down. He says: "There is a move towards something which is generally known as 'strip centres', groups of shops with parking immediately adjacent to them, rather than major covered centres with anchor stores. The big store groups are not doing quite so well these days. Most of our locations, especially the inherited ones, are in older shopping malls and this is where the problem comes in."

A problem indeed. If people are drifting gradually away from the older shopping malls into newer ones or to the now popular strip centres, then there is a realignment within US shopping circles which will have a radical effect on the coin machine business there.

Size then, or even content, does not appear to make that much difference. The Namco locations involved in the Chapter 11 processes currently under way vary from 1,500sq.ft. up to 55,000, with an

average of around 2,500-3,000sq.ft.

The demographics of size are unimportant, insists Mr Hayes. "We can still make profits from what will be left of our operation, even with reduced traffic in the malls, but the operating conditions have to be right."

Effectively, it seems, what one might call the "A" class malls in the States are continuing to do well, but the "B" and "C" class malls are in rapid decline. The latter need not necessarily be "stay away" locations for coin machine operators, of course, and many of them still have arcades operating successfully by smaller organisations or family concerns. The so-called "mom and pop" locations may succeed where chains or groups do not, despite the greater buying power of the major operators, because of elements such as personal service, lower acceptable profit expectation and other local or regional considerations.

But where do tomorrow's arcades go? To the new strip locations? Perhaps, but the golden rule must now be to take the plunge only if the lease considerations will permit profit margins even if the public's tastes change once more.

Otherwise, there are alternatives currently under examination. The Dave and Busters chain of locations is interesting although it comprises a comparative few. Only a dozen or so have been established so far, but interestingly a couple overseas. The concept is exciting because it offers something new, aiming at an older and more sophisticated clientele and subtly adjusting the balance in that kind of location. Where an older audience has been sought previously, a ratio of 33% each for bar, restaurant and games has been regarded as the right balance. The Dave and Busters chain, however, goes for slightly higher area

# Redemption ...

For those of you who haven't purchased or thought about purchasing redemption games, should look at the great range available. The great thing about redemption games is that once you've played them you'll love 'em. The punters keep coming back.

Here is a small selection of some of the games available from Coin Cascade Ltd...

## BASKETBALL - HOOP FEVER...

These redemption games are easily recognisable and don't really come in different configurations. The idea with these games is to score as many baskets in a given amount of time. Tickets are dispensed according to the score achieved.

## SKILLTESTER - CRANE ...

With crane redemption games a mechanical arm, controlled by the player, is move over prizes and then (usually within a number of moves or time frame) a clawlike device is released which grabs for fluffy toys, watches and the like. If the claw grabs a prize it is dispensed to the player via a chute.

## SKILL ROLL - SKILL SHOT, FUN-E-BALL ...

These games were popular in the 50's and 60's and are making a comeback. The 'skill' aspect of playing these games involves moving an object (mostly a coin), from point A to point B using levers or controls. For example, Skill

Shot, from Hanho Games Inc. themed around pool, challenges the player to advance a coin across six lanes without dropping the eight ball. This game offers the option of ticket or capsule dispenser (capsules can contain vouchers or small prizes). Another skill roll game features gum balls which are dispensed to the player whether they are able to navigate through a tricky maze or not. The game from Fun Industries is called Fun-E-Ball and it differs to most skill roll games in that the actual gum ball is used instead of a coin or token.



## TURTLE MERCHANDISER ...

These redemption games have been around for a long time. Prizes rotate around on a table while players control an extended arm which sweep prizes off the table into an open hopper which dispenses the prize to the player. LAI's Turtle Merchandiser is promoted as "The World's Most Advanced Merchandiser," and boasts a revolutionary new mechanism that does away with the traditional prize sweeping arm. A cute little turtle, controlled

by the player, scoots around the rotating table in order to knock prizes into the hopper.

## MOVING LIGHT/CHARACTERS - CYCLONE, PRIZE CIRCUS ...

The intrigue of moving light redemption games is a little elusive at first. That is, until you drop a coin in and have a go. The simple task of trying to stop either a row of lights or light in a given area to win a prize seem straight forward enough - that's perhaps why, first time players are stumped when they manage to miss the mark and have to try again. Needless to say, a number of coins are eventually fed into the machine before players are able to obtain the degree of hand eye coordination needed to win.

## TAITO - SOLOTTOL ...

Taito also displayed their prize redemption game Solottol which has been a surprise success in other markets due to its simple, uncomplicated game play and unique prize vending system. A similar game Genshizin Pokanpo which may be renamed for the overseas market, has a simple concept and many complementary locations which are suitable for the Solottol game.





# Genial Joe Passes On

Ueteran sales topper laid to rest after his battle with cancer ends

It is time to tell the story of the storyteller. Only a small minority of industry people had known that Williams' veteran vice president of sales Joe Dillon had been fighting cancer. They also knew that the story of this remarkably well-loved man's life, and his death, would have to be told sooner than later.

Joe Dillon closed his eyes for the last time early on Valentine's Day morning (February 14) while in a hospital bed at Northwestern in Chicago where he'd gone for a treatment. He actually had intentions of going to work at Williams the following Monday. Death was attributed to a brain hemorrhage; he'd complained to his wife Ann about a headache only the night before.

Joe was only 58 when he died. And though he'd lived much too short a time by today's standards, he'd packed more travel, selling, entertaining, bookkeeping, public speaking, debt collecting, raising a family and (it's okay to say it) eating into his 33 years in the coin machine business than just about anyone who's ever worked in it.

For many industry people, Joe was the "face" of Williams itself ... and it was a face people liked and trusted. He brought a lot more amusement into the amusement machine business than through the games he sold. He was also very good at taking care of business. Sometimes this didn't make him exactly the most popular guy in town; more than one distributor may still smart after losing the

Williams line years ago when Dillon pushed their dealer exclusivity programme. But, a measure of the man is that one of those former distributors paid his respects to Ann and the family the night before the funeral at the wake.

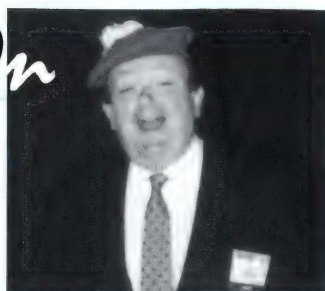
Joe and Ann had three sons, two daughters and two grandchildren, including young Joseph Edward Dillon. Family members participated at mass readings and even in musical performance. One of the pallbearers however, was from the industry: Mark Chan, Joe's western regional sales manager who considered the Irishman his second father.

## A TRUE VETERAN

Joe Dillon has worked for people named Nicastro for a whole lot of years. Like Lou Nicastro himself, Joe's background is in accounting. He came into the industry via the Guilbransen division of the original Seeburg Corp. in August 1965, where he worked in their financial department before being "relocated" over to Seeburg's large distribution network (which he ultimately helped liquidate when they got out of that arm of the industry).

In 1987, Joe Dillon left Williams (which had been divested of Seeburg) to become president of Bally Manufacturing, the competitive video and pinball makers which today exist essentially only as a brand named owned by Williams in the amusement machine business. Apart from a relatively brief time as president of Taito America that began in late 1988, Joe'd been Williams' sales chief ever since.

Between Williams and its



Bally and Midway brands, the organisation has enjoyed many prosperous sales years under Joe's guidance. Twice each year, he's orchestrated distributor presentations considered the most professional and entertaining such meetings the industry has ever had. A company press release said Joe 'worked with a kind of intelligence and grace that ennobled all who came in contact with him. His friendly brand of wisdom and his caring philosophical nature helped many see beyond the minutia of the day and discover deeper meaning in their professional and personal lives.'

The family presented funeral attendees with a printed booklet of mass prayers and readings which closed with a poem by an unknown author who summed up thoughts about the ailing salesman folks came to say goodbye to that day in the following verse:

"God saw you getting tired, and a cure was not to be. So He wrapped His arms around you and whispered 'come with me.' With tearful eyes we watched you suffer and saw you fade away. Although we loved you dearly, we could not let you stay.

"A golden heart stopped beating. Hard working hands now rest. God broke our hearts if just to prove He only takes the best."

Rest in peace.



# DO ARCADES PAY?

he crash of Namco Cyberbertainment Inc in the US, with its 400 or so arcades poses a question very much on the mind of many people in the industry right now: do arcades continue to pay? There are question marks hanging over some of the biggest names in the business and demographics do not appear to be a consideration. So what is? We talked to a few people to try to come to some conclusions.

There are 5,000 in the United States and that is reckoned to be about 10% of the worldwide business in arcades ... or amusement centres ... or family entertainment centres ... or whatever you choose to call them. The basic common denominator is that they all have a preponderance of coin-operated amusement machines.

Nearly 400 of them, 370 to be precise, went sort of "bump" at the end of January in the US. I say "sort of bump" because the uniquely American Chapter 11 is only a part-way to bankruptcy. What it means is that the company is protected, legally, from its creditors while it undergoes a reorganisation to try and rationalise its business into a more viable format.

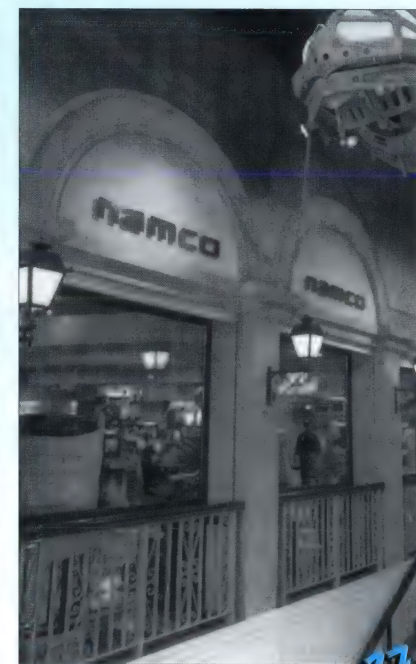
And it is one of the biggest names in the industry, Namco. Namco Cyberbertainment Inc. is the Japanese giant's American operating subsidiary and has been established over the past ten years out of Namco operations' own organic growth, plus two major injections, the acquisition of the Bally Aladdin's Castle chain of arcades and more recently the purchase of the Edison Brothers chain.

The latter was itself in Chapter 11 at the time, so perhaps the warnings might have been heeded, but the outcome was an

inexpensively-acquired (relatively) largest operating company in the US market.

The problems inherent in the purchases, and therefore deeply rooted within the newly formed group, was that in taking on the purchases, Namco Cyberbertainment was also taking on the leases with the (predominantly) shopping mall locations in which they were sited. And those leases were long and expensive.

The fall-off in traffic within the malls, with the shifting of American shopping tastes, has effectively left NCI high and dry with, reportedly, around 20% fall-off in income over the past couple of years. Exhaustive talks between NCI and the mall owners, to renegotiate the leases, has fallen on largely deaf ears. So the movement to go for Chapter 11 protection, might be seen as a





## D&B'S PLAN ...

Dave & Busters, the Dallas, US-based entertainment chain, plans to expand its empire of 12 huge LBE's by adding a further 100 to 150 small locations.

The new chain, known within the company as "Dave & Busters II" will retain its original name for the public.

The first D&B II unit is scheduled to open in Columbus, Ohio, on December 1, 1998.

D&B II sites will comprise facilities of around 30 to 35,000 sq.ft., compared with the traditional

55,000sq.ft. of the existing locations.

The basic concept, types of attraction and layout will be similar and virtually identical in the arcade/midway areas - though some aspects of the restaurant/bar will be redesigned.

Co-founders Dave Corriveau and Buster Corley said the new concept will permit easier roll-out and faster expansion. They plan to open a total of five stores in the fiscal year 1998.

## OPUS ENTERTAINMENT FORMED ...

London, March 9th 1998 - It was announced today that Opus Entertainment has been created to specifically further the progress made with the Acclaim Arcade PC concept, which received its world-wide launch at the ATEI show in London earlier this year. The project will keep the name ArcadePC with a prospective launch date of early May.

Although Acclaim have now discontinued their own activities in the coin-op sector, Opus will take on the mantle of bringing top quality PC games in the industry at prices operators can afford, in accordance with the Intel OAA initiative. The new system will utilise the Quantum 3D QuickSilver System, based upon the Intel OAA initiative. The QuickSilver System configuration includes Quantum3D's advanced Obsidian 3D graphics card and Game Control Interface (GCI) which is used to manage coin drops and arcade style controls.

Games currently in development will include well known titles from Acclaim, Gremlin,

Psygnosis and a host of other world class developers, thus bringing new and exciting gameplay into the arcades.

The first titles to be released on the ArcadePC system are due for release in May.

"The time has come for a flexible game system," said Leon Deith, Opus' Managing Director. "Cartridge technology has its limitations and will only work in the environment for which its motherboard is designed. The PC system has far fewer limitations and will bring superb graphics and game play for a fraction of the cost of the big dedicated games."

"The new initiative will open up the industry to new developers, thus bringing in fresh ideas and talent that is vital for our industry to keep its profitability and return on investment alive," Deith added.

The company will be based in Croydon from the end of March but until then any queries can be directed to Leon Deith.

## whats new in touchmaster 4000

### CENTIPEDE RETURNS

An updated touchscreen version of the Atari classic.

### STRIP SEARCH

An erotic version of the popular Word Search game. Each of the ten word clues appears on a black bar covering part of a sexy photo (players choice of gender). As the player finds the words in the puzzle, the clues on the list are "stripped" away, revealing the photo beneath. Players may choose from several standard Word Search categories, including, Sports, Football, Men's or Women's names etc., or from a new category, "Sexy", which includes racier clues. For one player.

### GO WILD

A fun, fast variation on Crazy Eights. Players choose from a hand of five cards, and try to stack as many cards as possible in one or more of three discard piles. The discard piles are worth, 1000, 500 or 250 points per card, depending on which pile is chosen. Cards may be matched by suit or number, and animated graphics mark the eights as wild. A 50-point bonus is awarded for each card played in a run, animated in a run of 10 or more, with a bonus round for stacking all 52 cards in one discard pile. For one or two players.

### JAMBA

Players try to stack brightly coloured heads

into "totem poles". At the top of the screen, a sliding picture frame scans along a row of multi-coloured heads. When the player touches any part of the screen, the head inside the picture drops onto the stack below. Six heads make a complete stack. The order and number of heads in the chooser row changes with every pass of the sliding frame (more quickly for the hard version). Choosing the bomb destroys the top head on the stack. Extra points are awarded for matching the colour of the "Match Me" head, grabbing the magic jewels in the chooser row, and creating stacks with all one colour of head. Each round ends with an animated "head dance". For one player.

### MAH JONGG PAIRS

Players match pairs of Mah Jongg tiles to clear the playfield. The faster the play, the higher the points. The Hard version

features traditional Chinese Mah Jongg tiles, rendered with remarkably clear, crisp graphics. The easy version features tiles with simple numbers and geometric shapes. For one player.

### FLIGHT DECK

Players choose the best poker hand from a field of 15 cards. The TouchMaster deals new cards every other hand, until all cards in the deck have been cleared from the playfield. Points are awarded according to combination of hands the player chooses. A simple chart at the side of the playfield prompts players unfamiliar with poker on how to choose the best hand. The graphics' space theme features a flying saucer which zips across the bottom of the screen displaying the names of high score winners, and blasts off at the end of each round. For one or two players.





VIDEO GAMES

namco

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**Deluxe Model**

- 52" screen
- Air feedback system movement
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Dimensions : W 1,150 x D 2,360 x H 2,270 (mm)  
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# PLASMA SWORD™

NIGHTMARE  
OF  
BILSTEIN

## IMAX PROFITS RIDING HIGH ...

Canada-based large format theatre specialist Imax has announced its best-ever earnings for 1997, including a record figure for new contract signings.

In its fourth quarter results for the year ended 31 December, 1997, Imax reported a 50 percent rise in earnings per share of .24c. Combined with overall year revenue, this put fiscal 1997 earnings at .68c, as opposed to .50c in 1996.

More significantly, a record number of 60 Imax theatre contracts were signed during the year at a value of \$132m, a 48% increase over the



previous record established in 1996. Twenty of these were signed in the fourth quarter. Overall revenue for the year was \$158.5m, up 22%.

Commenting on the results, Imax chairman Bard Wechsler acknowledged the record year, not only in terms of theatre signings but also for backlog growth, brand name recognition, theatre attendance and new film development.

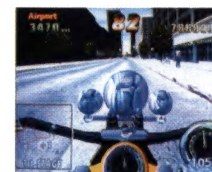
Wechsler earmarked 1998 for further expansion, notably in European theatre development and commercial film production.

## SEGA'S RESTRUCTURING PLANS ...

In recent months Sega Japan has named a new president and eliminated a significant number of personnel (well over 100 according to US news outlets like the San Jose Business Journal and Next Generation On-Line). Affected divisions included SegaSoft, Sega GameWorks street operations, and Sega of America. Japanese news services report Sega has further decided to "liquidate" its SegaSoft division and possibly others like home game marketing. Sega's new president, Mr Shouichirou Irimajiri, has confirmed plans to break off their home console business and home software publishing functions into separate companies downstream. In February, the trade was buzzing with reports from reliable sources that even bigger structural changes could be coming from Sega Ltd., Sega of

America, and Sega GameWorks on the highest corporate levels. Of course, any large-scale changes will take considerable time to organise and secure agreement among the many entities in this complex picture. President Irimajiri has told the Japanese press that "new managers mean a new direction" and hinted at plans for "restructuring" (his term). He added: "There's no point in having a new president if we don't change. I want to steer Sega in the directions an

entertainment company in the 21st century should be headed." While declining to state what the biggest changes might be, Mr Irimajiri did hint that Sega will exploit the growing technological convergence between the arcade, PC and home console markets and called for enlargement of the entire market, not just Sega's market share.





## QUANTUM 3D UPGRADES ...

Quantum3D Inc, the California-based producer of computer hardware, has developed a new version of its Game Control Interface for the coin-op, LBE and simulation markets.

The interface is compliant with both the Intel Open Arcade Architecture Forum specifications and the JAMMA standard for coin-op input/output. It offers a solution to the problem of translating information to and from the controls, coin mechanisms and bill acceptors of an arcade game into a digital serial packet format that is

optimum for a PC-based deployment.

This innovation allows game developers the opportunity to develop their resources to the game application rather than creating new interface devices and software.

GCI also includes support for Microsoft DirectInput, which means it may be used by PC software developers looking to design games for both the coin-op and home markets simultaneously, which could maximise returns on their development investment.

## NAMCO SHOCK CONFIRMED ...

As correctly predicted in the February issue of InterGame, Namco has placed its huge US operation into the first stage of bankruptcy. In a move which has shocked the American market, Namco Cyberentertainment President Kevin Hayes put his company into Chapter 11, which protects it from its creditors while it is being extensively reorganised.

In an official press release, Mr Hayes said that Namco Cyberentertainment Inc., the largest operator of amusement games in the US, has been in business for 25 years, including the time in business of companies NCI has acquired. It currently operates 370 amusement centres, mostly in closed shopping malls. In addition, NCI supplies games to 170 other locations under various revenue sharing arrangements.

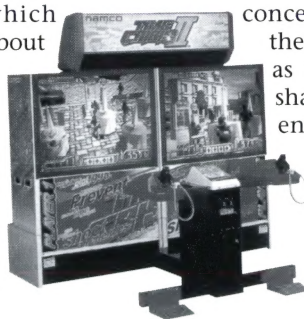
"The dynamics of NCI's mall based business, which historically generates about 85 percent of revenue, have changed significantly over the past four years. A major decline in mall traffic, coupled with increased costs and entertainment competition, have made the occupancy

economics of many mall leases unworkable. Operating margins, which historically could sustain the high occupancy costs charged to mall amusement centres, have significantly suffered and, with them, NCI's profitability."

Mr Hayes said the company strongly believed that the business remains viable at occupancy economics that more realistically reflect current market rates and revenue levels. He said that in order to address the lease issues, NCI filed for Chapter 11 in Delaware on January 29.

"The reorganisation process provides NCI with the opportunity and the tools to restructure existing leases, where needed to enable NCI to operate profitable at those locations. NCI expects to restructure a significant percentage of these leases since doing so is in the best interests of all parties concerned. NCI will address

these issues quickly, as well as focusing on its revenue sharing and location based entertainment businesses and will emerge as a strong viable operator capable of meeting its obligations while offer a good product to its customers.



## GAMEWORKS TROUBLE DENIED ...

Sega GameWorks chairman and CEO Skip Paul has strongly denied rumours that the GameWorks LBE concept is floundering and that he is to quit the company.

He also poured cold water on speculation that movie studio DreamWorks SKG has pulled out of the GameWorks LBE venture.

"DreamWorks remains a terrific shareholder and extraordinary partner," Paul stressed. "We are working actively and daily with them."

In response to suggestions that GameWorks sites were losing money he claimed, "They all have positive

cash flows," and added that there were also no plans to re-brand.

Industry sources have suggested Sega GameWorks plans to suspend some of its sites, notably the Las Vegas and Glassland operations. There has also been talk of the company re-branding sites as either Sega@City or Stage 35.

Commenting on speculation that recently ousted Sega president Hayao Nakayama may be set to take over at Sega GameWorks, Paul said: "The more time we can have Nakayama, the better off we are."

## CUSTOMER SERVICES WORLDWIDE

Venturer Vanguard, a customer service scheme for all operators of Venturer simulators and simulation theatres is being rolled out world-wide by Thomson Entertainment, following its initial launch in the UK and France.

"It's far more than just an annual maintenance contract," explained Thomson Entertainment's Head of Customer Support Services, Adrian Cottington. "Certainly, we are offering fully inclusive regular preventative maintenance visits in which consumable replacement parts are provided, but our Vanguard customers also have high priority on service call-outs and a guarantee that a service engineer will visit their venue within an agreed timescale."

In addition, he said, the Vanguard scheme gives automatic discounts on all after-sales purchases, including ride films, training courses, upgrades and spare parts.

The first companies to join the scheme have been Bass Leisure in the UK and Aquarium de Touraine in France.

Adrian Cottington explained that the company is now planning to offer the Venturer Vanguard scheme to customers world-wide via Thomson

Entertainment's network of international offices and distributors. The next region where the scheme will be introduced is North America.

"Simulation is a relatively mature part of the entertainment business today, and high quality customer support has become much more of an issue. Our research shows that our total commitment to excellent customer services is not necessarily apparent throughout the industry. Many of our competitors in this market still pursue a 'ship it and forget it' policy," commented Cottington.

Thomson Entertainment is a part of Thomson Training & Simulation, based in the UK, France and the USA, a 100% owned subsidiary of the French Thomson-CSF group. Thomson-CSF is an established world leader in advanced technology and electronic-based systems for civil and military markets.



INTERNATIONAL NEWS

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